

# Supervision 2 - Interaction Design 2017/2018

## 1. Evaluation

Consider the website [www.rei.com](http://www.rei.com).

- a) Using the 10 usability heuristics, perform a Heuristic Evaluation. Identify what are the problems with the website and which heuristics are violated for each problem. Rate the severity of each problem and suggest UI redesigns through which the problems could be addressed.
- b) Do a Cognitive Walkthrough to buy something (e.g. a cycling jacket). Define the inputs, step through the action sequences, record the important information at each step and make a list of suggestions for revising the UI to solve the issues discovered.
- c) Using KLM, compare two different ways of finding a “Pearl Izumi Elite Barrier Convertible Bike Jacket”: 1) using the search bar (typing the name or part of the name) or 2) using the navigation menu and the filter panel on the left hand side. Which of the two methods is quickest?

Compare your findings between the three evaluation methods. What differences do you observe?

Create a table that summarises the findings, benefits, costs, and limitations of HE, CW and GOMS.

## 2. Exam question

Take the [2017 exam question 6](#).